

REMARKS

Applicant has carefully reviewed the Office Action dated February 2, 2004 . Claims 1-18 are pending in this application. Applicant has amended Claims 1 and 10 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Claims 1-18 stand rejected under 35 U.S.C. 103(a) as being unpatentable over *Tendler*. This rejection is respectfully traversed with respect to the amended claims.

Applicant's present inventive concept, as set forth by the amended claims, is directed toward a cellular phone that has a functional mode associated therewith. This functional mode can be activated by the individual when "in proximity" to the user PC by applying pressure to one of the buttons thereon. This will cause control information to be output from the cellular phone, it being noted that this cellular phone is separate and detached from the user PC. The PC then receives this information transmitted thereto and utilizes it to access a predetermined web site. The control information has no routing information contained therein but it does have a unique association with the remote location on the web. Therefore, the user PC utilizes this control information and then determines what the association is and then, with this information, the user PC accesses a web site and returns information thereto for display to a user.

The *Tendler* reference is a reference directed to a wireless phone based system that allows a central station of some sort to provide users of phones with information as to the location of various services such as gasoline stations, movie theaters, drugstores, etc. The phone include a GPS receiver such that the location of the phone can be determined. The phone is then adapted to call a predetermined number and request desired services. Therefore, by pressing a service related button on the telephone, the indication of the service requested and the location of phone is transmitted to a central station, which central station then apparently utilizes this information to route the caller to the particular service that is stored in a database.

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The information that is transmitted from *Tender* to a central location such as an operator's desk is latitude and longitude. This latitude and longitude has no relationship to any location on a network. The other information that the user sends is a requested service. This button has no relationship to a particular service. Even if a combination of the latitude and longitude and the requested service is associated uniquely with a remote location on the network, there is nothing to cause information from the network to be transmitted to the user PC and then displayed to the user. There is no user PC disclosed in *Tender* nor is there any way to allow the central location to which the phone is directed to access information for transmission to that location (that of the central location); rather, this system is merely on that to connects the user via the phone to a requested service and not one to connect the user PC to the requested service. As such, Applicant respectfully requests withdrawal of the 35 U.S.C. 103(a) rejection with respect to Claims 1-18.

Applicant has now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicant respectfully requests full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-25,337 of HOWISON & ARNOTT, L.L.P.,

Respectfully submitted,
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June 3, 2004

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